

**Table 3.0.1. Information Sector Services (NAICS 51)—Estimated Revenue for Employer and Nonemployer Firms: 1998 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Estimates for 2001 are revised to reflect the latest administrative data for nonemployers. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Except where indicated, estimates have been adjusted using the results of the 1997 Economic Census]

NAICS code	Kind of business	2002	2001	2000	1999	1998	Percent change			
							2002/ 2001	2001/ 2000	2000/ 1999	1999/1998
<b>51</b>	<b>Information .....</b>	<b>885,081</b>	<b>'878,387</b>	<b>'852,886</b>	<b>'774,297</b>	<b>'694,204</b>	<b>0.8</b>	<b>'3.0</b>	<b>'10.1</b>	<b>11.5</b>
511	Publishing industries .....	232,869	'233,625	'233,935	'219,876	'202,142	-0.3	'-0.1	'6.4	8.8
5111	Newspaper, periodical, book, database, and other publishers <sup>1</sup> .....	143,435	'142,445	'145,774	'138,390	'129,597	0.7	'-2.3	5.3	'6.8
51111	Newspaper publishers .....	47,731	'47,357	51,711	48,603	45,691	0.8	'-8.4	6.4	6.4
51112	Periodical publishers .....	39,341	39,765	40,314	38,370	35,969	-1.1	-1.4	5.1	6.7
51113	Book publishers .....	27,471	26,347	25,481	24,356	22,706	4.3	3.4	4.6	7.3
51114	Database and directory publishers .....	16,665	'16,414	'15,956	'14,771	'13,586	0.3	'4.1	'8.0	'8.7
51119	Other publishers .....	12,227	'12,361	12,312	12,290	11,645	-1.1	'0.4	0.2	5.5
511191	Greeting card publishers ..	5,544	'5,398	5,500	5,814	5,938	2.7	'-1.8	-5.4	-2.1
511199	All other publishers .....	6,684	6,963	6,813	6,476	5,707	-4.0	2.2	5.2	13.5
5112	Software publishers .....	89,434	'91,180	'88,161	81,486	72,544	-1.9	'3.4	'8.2	12.3
512	Motion picture and sound recording industries .....	75,672	'70,525	'69,378	'65,866	'61,237	7.3	'1.7	'5.3	'7.6
5121	Motion picture and video .....	61,735	'56,914	'55,298	'52,954	49,557	8.5	'2.9	'4.4	'6.9
5121x	Motion picture and video production and distribution <sup>2</sup> .....	45,707	41,207	40,045	38,442	36,231	10.9	2.9	4.2	6.1
51213	Motion picture and video exhibition .....	11,138	10,424	9,956	9,196	8,372	6.8	4.7	8.3	9.8
51219	Postproduction services and other motion picture and video industries .....	4,890	'5,285	'5,297	'5,316	4,955	-7.5	'-0.2	'-0.4	'7.3
512191	Teleproduction and other postproduction services ..	3,869	'4,179	'4,191	'4,123	3,949	-7.4	'-0.3	'1.6	'4.4
512199	Other motion picture and video industries .....	1,021	'1,106	'1,106	'1,193	1,006	-7.7	'Z	'-7.3	'18.6
5122	Sound recording <sup>1</sup> .....	13,937	'13,609	'14,080	'12,912	'11,680	2.4	'-3.3	'9.0	'10.5
51221	Record production .....	309	'298	252	232	231	3.4	'18.6	8.8	0.2
51222	Integrated record production/distribution .....	10,466	'10,270	'10,908	'9,893	'8,962	1.9	'-5.8	'10.3	10.4
51223	Music publishers .....	1,600	1,594	1,625	1,611	1,474	0.4	-1.9	0.9	9.3
51224	Sound recording studios .....	827	777	725	662	599	6.4	7.1	9.6	10.5
51229	Other sound recording industries .....	735	668	570	516	414	10.0	17.2	10.6	24.5

See footnotes at end of table.

**Table 3.0.1. Information Sector Services (NAICS 51)—Estimated Revenue for Employer and Nonemployer Firms: 1998 Through 2002—Con.**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Estimates for 2001 are revised to reflect the latest administrative data for nonemployers. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Except where indicated, estimates have been adjusted using the results of the 1997 Economic Census]

NAICS code	Kind of business	2002	2001	2000	1999	1998	Percent change			
							2002/ 2001	2001/ 2000	2000/ 1999	1999/1998
513	Broadcasting and telecommunications .....	486,204	'489,328	'470,920	'426,598	382,429	-0.6	'3.9	'10.4	11.5
5131	Radio and television broadcasting .....	52,256	'48,149	52,992	47,593	44,089	8.5	'-9.1	11.3	7.9
51311	Radio broadcasting .....	15,069	'13,922	15,001	13,208	11,763	8.2	'-7.2	13.6	12.3
513111	Radio networks .....	1,816	1,555	1,640	1,438	1,268	16.8	-5.2	14.0	13.5
513112	Radio stations .....	13,253	'12,367	13,361	11,769	10,496	7.2	'-7.4	13.5	12.1
51312	Television broadcasting ....	37,187	'34,227	37,991	34,386	32,326	8.6	'-9.9	10.5	6.4
5132	Cable networks and program distribution <sup>1</sup> .....	80,729	'74,598	68,110	60,059	52,469	8.2	9.5	13.4	14.5
51321	Cable networks .....	24,073	21,899	20,906	17,676	15,009	9.9	4.7	18.3	17.8
51322	Cable and other program distribution .....	56,656	52,698	47,203	42,383	37,460	7.5	11.6	11.4	13.1
5133	Telecommunications .....	353,220	'366,581	'349,819	'318,946	285,871	-3.6	'4.8	9.7	11.6
51331	Wired telecommunications carriers .....	240,134	'262,921	266,018	247,828	228,148	-8.7	'-1.2	7.3	8.6
51332	Wireless telecommunications carriers (except satellite) <sup>1</sup> ..	94,884	'83,441	64,612	53,771	42,634	13.7	'29.1	20.2	26.1
513321	Paging .....	3,596	'5,152	6,908	7,750	7,282	-30.2	'-25.4	-10.9	6.4
513322	Cellular and other wireless telecommunications ....	91,289	'78,288	57,705	46,021	35,352	16.6	'35.7	25.4	30.2
51333	Telecommunications resellers .....	8,806	8,838	9,042	8,517	7,137	-0.4	-2.3	6.2	19.3
51334	Satellite telecommunications .....	8,058	'9,649	8,419	7,071	6,270	-16.5	'14.6	19.1	12.8
51339	Other telecommunications ..	1,337	'1,733	'1,728	'1,759	1,682	-22.8	'0.3	'-1.8	'4.6
514	Information services and data processing services .....	90,336	'84,908	78,653	61,958	48,396	6.4	'8.0	26.9	28.0
5141	Information services .....	36,397	'36,779	35,813	23,995	15,148	-1.0	'2.7	49.3	58.4
51411	News syndicates .....	2,009	2,054	2,072	1,895	1,638	-2.2	-0.9	9.4	15.7
51412	Libraries and archives .....	1,368	'1,267	1,289	1,133	1,037	8.0	'-1.7	13.8	9.3
51419	Other information services ..	33,020	'33,458	32,452	20,967	12,474	-1.3	'3.1	54.8	68.1
514191	On-line information services .....	28,925	29,651	27,515	18,795	11,444	-2.4	7.8	46.4	64.2
514199	All other information services <sup>1</sup> .....	4,095	'3,807	4,937	2,172	1,030	7.6	'-22.9	127.3	111.0
5142	Data processing services .....	53,939	'48,129	42,841	37,963	33,248	12.1	'12.3	12.8	14.2

'Revised.

Z Less than .05 percent.

<sup>1</sup>Estimates have not been adjusted using the results of the 1997 Economic Census.

<sup>2</sup>Includes NAICS 51211 (motion picture and video production) and NAICS 51212 (motion picture and video distribution).

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.0.1 provides estimated measures of sampling variability (coefficients of variation).

**Table 3.0.2. Information Sector Services (NAICS 51)—Estimated Revenue for Employer Firms: 1998 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Except where indicated, estimates have been adjusted using the results of the 1997 Economic Census]

NAICS code	Kind of business	2002	2001	2000	1999	1998	Percent change			
							2002/ 2001	2001/ 2000	2000/ 1999	1999/1998
<b>51</b>	<b>Information .....</b>	<b>876,984</b>	<b>'870,684</b>	<b>'845,266</b>	<b>'767,261</b>	<b>'687,991</b>	<b>0.7</b>	<b>'3.0</b>	<b>10.2</b>	<b>11.5</b>
511	Publishing industries .....	230,916	'231,714	'232,069	'218,124	'200,576	-0.3	'-0.2	'6.4	8.7
5111	Newspaper, periodical, book, database, and other publishers <sup>1</sup> .....	142,070	'141,123	'144,483	'137,165	'128,478	0.7	'-2.3	5.3	'6.8
51111	Newspaper publishers .....	47,524	'47,153	51,507	48,414	45,521	0.8	'-8.5	6.4	6.4
51112	Periodical publishers .....	38,844	39,266	39,834	37,901	35,547	-1.1	-1.4	5.1	6.6
51113	Book publishers .....	27,203	26,096	25,236	24,129	22,480	4.2	3.4	4.6	7.3
51114	Database and directory publishers .....	16,564	'16,512	'15,855	'14,678	'13,505	0.3	'4.1	'8.0	'8.7
51119	Other publishers .....	11,936	'12,097	12,052	12,044	11,425	-1.3	'0.4	0.1	5.4
511191	Greeting card publishers .	5,534	'5,389	5,491	5,806	5,931	2.7	'-1.8	-5.4	-2.1
511199	All other publishers .....	6,401	6,708	6,561	6,238	5,494	-4.6	2.2	5.2	13.5
5112	Software publishers .....	88,846	'90,591	'87,585	80,959	72,098	-1.9	'3.4	'8.2	12.3
512	Motion picture and sound recording industries .....	73,525	'68,529	'67,325	'63,906	'59,404	7.3	'1.8	'5.3	'7.6
5121	Motion picture and video .....	59,990	'55,315	'53,619	'51,330	48,002	8.5	'3.2	'4.5	'6.9
5121x	Motion picture and video production and distribution <sup>2</sup> .....	44,232	39,881	38,655	37,097	34,943	10.9	3.2	4.2	6.2
51213	Motion picture and video exhibition .....	11,074	10,371	9,900	9,142	8,320	6.8	4.8	8.3	9.9
51219	Postproduction services and other motion picture and video industries .....	4,684	'5,063	'5,064	'5,091	4,739	-7.5	'Z	'-0.5	'7.4
512191	Teleproduction and other postproduction services .	3,683	'3,981	'3,983	'3,922	3,756	-7.5	'-0.1	'1.5	'4.4
512199	Other motion picture and video industries .....	1,001	'1,082	'1,082	'1,169	983	-7.5	'0.1	'-7.5	'18.9
5122	Sound recording <sup>1</sup> .....	13,535	'13,215	'13,705	'12,575	'11,403	2.4	'-3.6	'9.0	10.3
51221	Record production .....	261	'245	201	186	193	6.5	'22.0	8.1	-3.9
51222	Integrated record production/distribution .....	10,393	'10,198	'10,839	'9,831	'8,911	1.9	'-5.9	'10.3	10.3
51223	Music publishers .....	1,492	1,490	1,526	1,522	1,401	0.1	-2.4	0.3	8.6
51224	Sound recording studios ....	700	655	609	557	513	6.9	7.5	9.3	8.7
51229	Other sound recording industries .....	689	627	530	480	385	10.0	18.1	10.5	24.7

See footnotes at end of table.

Table 3.0.2. **Information Sector Services (NAICS 51)—Estimated Revenue for Employer Firms: 1998 Through 2002—Con.**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Except where indicated, estimates have been adjusted using the results of the 1997 Economic Census]

NAICS code	Kind of business	2002	2001	2000	1999	1998	Percent change			
							2002/ 2001	2001/ 2000	2000/ 1999	1999/1998
513	Broadcasting and telecommunications .....	484,652	'487,799	'469,349	'425,127	381,017	-0.6	'3.9	10.4	11.6
5131	Radio and television broadcasting .....	51,918	'47,840	52,668	47,292	43,791	8.5	'-9.2	11.4	8.0
51311	Radio broadcasting .....	14,870	'13,740	14,811	13,030	11,587	8.2	'-7.2	13.7	12.4
513111	Radio networks .....	1,797	1,539	1,623	1,423	1,252	16.8	-5.2	14.1	13.6
513112	Radio stations .....	13,072	'12,201	13,188	11,607	10,335	7.1	'-7.5	13.6	12.3
51312	Television broadcasting ....	37,048	'34,100	37,858	34,262	32,203	8.6	'-9.9	10.5	6.4
5132	Cable networks and program distribution <sup>1</sup> .....	80,536	'74,420	67,930	59,895	52,310	8.2	9.6	13.4	14.5
51321	Cable networks .....	24,041	21,871	20,878	17,650	14,984	9.9	4.8	18.3	17.8
51322	Cable and other program distribution .....	56,495	'52,549	47,052	42,245	37,326	7.5	11.7	11.4	13.2
5133	Telecommunications .....	352,198	'365,540	'348,751	'317,940	284,916	-3.7	'4.8	9.7	11.6
51331	Wired telecommunications carriers .....	239,850	'262,615	265,704	247,532	227,868	-8.7	'-1.2	7.3	8.6
51332	Wireless telecommunications carriers (except satellite) <sup>1</sup> ..	94,604	'83,145	64,309	53,485	42,363	13.8	'29.3	20.2	26.3
513321	Paging .....	3,497	'5,010	6,763	7,613	7,152	-30.2	'-25.9	-11.2	6.4
513322	Cellular and other wireless telecommunications ....	91,108	'78,135	57,547	45,872	35,211	16.6	'35.8	25.4	30.3
51333	Telecommunications resellers .....	8,587	8,634	8,833	8,320	6,950	-0.5	-2.2	6.2	19.7
51334	Satellite telecommunications ..	7,922	'9,512	8,278	6,939	6,144	-16.7	'14.9	19.3	12.9
51339	Other telecommunications ..	1,234	'1,634	'1,627	'1,664	1,591	-24.5	'0.4	'-2.2	'4.5
514	Information services and data processing services .....	87,891	'82,641	76,524	60,105	46,994	6.4	'8.0	27.3	27.9
5141	Information services .....	34,971	'35,422	34,575	22,962	14,407	-1.3	'2.4	50.6	59.4
51411	News syndicates .....	1,917	1,960	1,986	1,823	1,586	-2.2	-1.3	8.9	14.9
51412	Libraries and archives .....	1,212	'1,116	1,151	1,018	954	8.6	-3.1	13.1	6.7
51419	Other information services ..	31,842	'32,347	31,438	20,121	11,866	-1.6	'2.9	56.2	69.6
514191	On-line information services .....	27,832	28,623	26,577	18,012	10,882	-2.8	7.7	47.6	65.5
514199	All other information services <sup>1</sup> .....	4,011	'3,724	4,861	2,109	985	7.7	'-23.4	130.5	114.3
5142	Data processing services .....	52,920	'47,219	41,950	37,143	32,588	12.1	'12.6	12.9	14.0

<sup>1</sup>Revised.

<sup>1</sup>Estimates have not been adjusted using the results of the 1997 Economic Census.

<sup>2</sup>Includes NAICS 51211 (motion picture and video production) and NAICS 51212 (motion picture and video distribution).

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.0.2 provides estimated measures of sampling variability (coefficients of variation).

**Table 3.0.3. Information Sector Services (NAICS 51)—Estimated Export Revenue for Employer Firms: 1998 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Except where indicated, estimates have been adjusted using the results of the 1997 Economic Census]

NAICS code	Kind of business	2002	2001	2000	1999	1998	Percent change			
							2002/ 2001	2001/ 2000	2000/ 1999	1999/1998
<b>51</b>	<b>Information .....</b>	<b>35,447</b>	<b>'36,913</b>	<b>'35,470</b>	<b>'30,686</b>	<b>26,954</b>	<b>−4.0</b>	<b>'4.1</b>	<b>'15.6</b>	<b>'13.8</b>
511	Publishing industries .....	15,635	'16,377	'16,056	'14,097	'12,035	−4.5	'2.0	13.9	'17.1
5111	Newspaper, periodical, book, database, and other publishers <sup>1</sup> .....	2,570	'2,485	'3,196	'2,915	'2,767	3.4	'−22.2	9.6	'5.3
5112	Software publishers .....	13,065	'13,892	12,860	11,183	9,268	−5.9	'8.0	15.0	20.7
512	Motion picture and sound recording industries .....	10,517	'9,544	'8,711	'8,604	'8,226	10.2	'9.6	'1.2	4.6
5121	Motion picture and video .....	10,317	'9,327	'8,517	'8,385	'8,020	10.6	9.5	1.6	'4.6
5122	Sound recording <sup>1</sup> .....	200	'218	194	219	206	−8.0	'12.2	−11.5	6.4
513	Broadcasting and telecommunications .....	7,471	'8,906	'8,661	6,187	5,556	−16.1	'2.8	'40.0	11.4
5131	Radio and television broadcasting .....	S	S	S	S	S	S	S	S	S
5132	Cable networks and program distribution <sup>1</sup> .....	751	1,046	1,110	832	647	−28.1	−5.8	33.5	28.5
5133	Telecommunications <sup>2</sup> .....	6,704	'7,837	'7,528	5,340	4,897	−14.5	'4.1	'41.0	9.0
514	Information services and data processing services .....	1,824	2,086	2,042	1,798	1,138	−12.6	2.1	13.6	57.9
5141	Information services .....	722	1,059	1,112	959	591	−31.8	−4.8	16.0	62.1
5142	Data processing services .....	1,102	1,027	930	839	547	7.3	10.4	10.9	53.5

S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

<sup>1</sup>Revised.

<sup>1</sup>Estimates have not been adjusted using the results of the 1997 Economic Census.

<sup>2</sup>Estimates for NAICS 51332 (wireless telecommunications carriers (except satellite)) have not been adjusted using the results of the 1997 Economic Census.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.0.3 provides estimated measures of sampling variability (coefficients of variation).

**Table 3.1.1. Newspaper Publishers (NAICS 51111)—Estimated Revenue, Printing Expenses, and Inventories for Employer Firms: 2001 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Estimates have not been adjusted using the results of the 1997 Economic Census]

Item	2002	2001	Percent Change
			2002/2001
<b>REVENUE</b>			
Total .....	47,524	'47,153	0.8
<b>SOURCES OF REVENUE</b>			
Newspapers, print, total .....	42,099	'42,134	-0.1
Subscriptions and sales .....	9,436	'9,314	1.3
Advertising .....	32,664	'32,820	-0.5
Newspapers, internet, total .....	597	'410	45.6
Subscriptions and sales .....	S	S	S
Advertising .....	466	'303	53.8
Newspapers, other media, total .....	165	'154	6.9
Subscriptions and sales .....	61	'53	16.1
Advertising .....	103	'101	2.1
Contract printing services .....	1,749	'1,770	-1.2
Distribution of flyers, inserts, samples, etc. ....	1,020	'930	9.6
Graphic design services .....	S	S	S
Market research .....	2	2	-15.0
Archival sales services .....	23	'24	-6.6
Sale or licensing of rights to content .....	45	'69	-33.9
Rental or sale of mailing lists .....	S	'13	S
Non-newspaper publishing .....	306	'258	18.3
Publishing services for others .....	12	'11	15.9
Other services revenue .....	1,485	'1,368	8.6
<b>BREAKDOWN OF REVENUE</b>			
General newspapers .....	41,246	'41,534	-0.7
Specialized newspapers .....	1,169	'1,164	0.4
Other newspapers .....	S	NA	NA
<b>EXPENSES</b>			
Purchased printing .....	2,412	'2,639	-8.6
<b>INVENTORIES AT END OF YEAR</b>			
Total .....	717	748	-4.2
Finished goods and work-in-process .....	80	63	26.7
Materials, supplies, fuel, etc .....	636	685	-7.0

NA Not available. S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

'Revised.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.1.1 provides estimated measures of sampling variability (coefficients of variation).

**Table 3.1.2. Periodical Publishers (NAICS 51112)—Estimated Revenue, Printing Expenses, and Inventories for Employer Firms: 2001 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Estimates have not been adjusted using the results of the 1997 Economic Census]

Item	2002	2001	Percent Change
			2002/2001
<b>REVENUE</b>			
Total .....	38,844	39,266	-1.1
<b>SOURCES OF REVENUE</b>			
Periodicals, print, total .....	30,404	'31,033	-2.0
Subscriptions and sales .....	12,971	'13,073	-0.8
Advertising .....	17,434	'17,960	-2.9
Periodicals, internet, total .....	1,333	'1,302	2.3
Subscriptions and sales .....	928	'888	4.5
Advertising .....	S	S	S
Periodicals, other media, total .....	2,350	'2,158	8.9
Subscriptions and sales .....	2,276	'2,070	9.9
Advertising .....	74	S	S
Contract printing services .....	690	'922	-25.2
Distribution of flyers, inserts, samples, etc. ....	118	'105	12.7
Graphic design services .....	S	S	S
Sale or licensing of rights to content .....	240	'221	8.6
Rental or sale of mailing lists .....	168	'160	5.1
Publishing services for others .....	S	'339	S
Other services revenue .....	3,141	'2,966	5.9
<b>BREAKDOWN OF REVENUE</b>			
General interest periodicals .....	16,309	'16,613	-1.8
Special interest periodicals .....	16,345	'17,881	-8.6
Other periodicals .....	1,432	NA	NA
<b>EXPENSES</b>			
Purchased printing .....	4,246	4,426	-4.1
<b>INVENTORIES AT END OF YEAR</b>			
Total .....	1,671	'1,634	2.3
Finished goods and work-in-process .....	1,252	'1,223	2.4
Materials, supplies, fuel, etc .....	419	'411	2.0

NA Not available. S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

'Revised.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.1.2 provides estimated measures of sampling variability (coefficients of variation).

**Table 3.1.3. Book Publishers (NAICS 51113)—Estimated Revenue, Printing Expenses, and Inventories for Employer Firms: 2001 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Estimates have not been adjusted using the results of the 1997 Economic Census]

Item	2002	2001	Percent Change
			2002/2001
<b>REVENUE</b>			
Total .....	27,203	26,096	4.2
<b>SOURCES OF REVENUE</b>			
Books, print, total .....	22,436	'21,211	5.8
Books, internet, total .....	1,404	'1,499	-6.3
Books, other media, total .....	992	'819	21.2
Sale or licensing of rights to content .....	274	'298	-7.9
Contract printing services .....	235	'186	26.4
Fulfillment services .....	144	'141	2.3
Rental or sale of mailing lists .....	7	S	S
Publishing services for others .....	52	'37	39.3
Other services revenue .....	1,657	'1,896	-12.6
<b>BREAKDOWN OF REVENUE</b>			
Books, print, total .....	22,436	'21,211	5.8
Textbooks .....	7,785	'7,270	7.1
Children's books .....	2,846	'2,710	5.0
General reference books .....	1,715	'1,634	5.0
Professional, technical and scholarly books .....	3,449	'3,083	11.9
Adult trade books .....	5,558	'5,484	1.4
Other books .....	1,082	'1,031	4.9
Books, internet, total .....	1,404	'1,499	-6.3
Textbooks .....	121	'110	10.1
Children's books .....	S	S	S
General reference books .....	34	S	S
Professional, technical and scholarly books .....	1,176	'1,271	-7.5
Adult trade books .....	65	'61	7.1
Other books .....	S	S	S
Books, other media, total .....	992	'819	21.2
Textbooks .....	148	'150	-1.5
Children's books .....	105	'51	104.3
General reference books .....	36	'27	31.8
Professional, technical and scholarly books .....	440	'287	53.1
Adult trade books .....	172	'222	-22.8
Other books .....	92	'80	14.4
<b>EXPENSES</b>			
Purchased printing .....	4,631	4,212	10.0
<b>INVENTORIES AT END OF YEAR</b>			
Total .....	4,325	4,092	5.7
Finished goods and work-in-process .....	4,154	'3,936	5.5
Materials, supplies, fuel, etc .....	171	'156	9.8

S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

'Revised.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.1.3 provides estimated measures of sampling variability (coefficients of variation).



**Table 3.1.4. Database and Directory Publishers (NAICS 51114)—Estimated Revenue, Printing Expenses, and Inventories for Employer Firms: 2001 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Estimates have been not adjusted using the results of the 1997 Economic Census]

Item	2002	2001	Percent Change
			2002/2001
<b>REVENUE</b>			
Total .....	16,564	16,512	0.3
<b>SOURCES OF REVENUE</b>			
Directories, databases, and other collections of information, print, total ...	11,748	11,856	-0.9
Subscriptions and sales .....	622	693	-10.3
Advertising .....	11,126	11,162	-0.3
Directories, databases, and other collections of information, internet, total	S	433	S
Subscriptions and sales .....	S	S	S
Advertising .....	S	192	S
Directories, databases, and other collections of information, other media, total .....	1,578	1,566	0.8
Subscriptions and sales .....	1,541	1,513	1.9
Advertising .....	36	S	S
Rental or sale of mailing lists .....	1,162	1,051	10.5
Contract printing services .....	S	201	S
Sale or licensing of rights to content .....	S	98	S
Publishing services for others .....	29	31	-7.1
Other services revenue .....	1,256	1,278	-1.7
<b>EXPENSES</b>			
Purchased printing .....	S	1,229	S
<b>INVENTORIES AT END OF YEAR</b>			
Total .....	S	374	S
Finished goods and work-in-process .....	S	355	S
Materials, supplies, fuel, etc .....	S	19	S

S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

<sup>1</sup>Revised.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.1.4 provides estimated measures of sampling variability (coefficients of variation).

**Table 3.1.5. Greeting Card Publishers (NAICS 511191)—Estimated Revenue, Printing Expenses, and Inventories for Employer Firms: 2001 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Estimates have not been adjusted using the results of the 1997 Economic Census]

Item	2002	2001	Percent Change
			2002/2001
<b>REVENUE</b>			
Total .....	5,534	'5,389	2.7
<b>SOURCES OF REVENUE</b>			
Greeting card publishing .....	3,753	'3,476	8.0
Other revenue <sup>1</sup> .....	1,782	'1,914	-6.9
<b>EXPENSES</b>			
Purchased printing .....	79	'87	-9.5
<b>INVENTORIES AT END OF YEAR</b>			
Total .....	581	644	-9.8
Finished goods and work-in-process .....	474	'510	-7.2
Materials, supplies, fuel, etc .....	107	'134	-19.9

<sup>1</sup>Revised.

<sup>1</sup> Includes calendar publishing, map and atlas publishing, pattern publishing, other miscellaneous publishing, contract printing, sale of licensing of rights to content, sale of advertising space, rental or sale of mailing lists, and publishing services for others.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.1.5 provides estimated measures of sampling variability (coefficients of variation).

Table 3.1.6. **All Other Publishers (NAICS 511199)—Estimated Revenue, Printing Expenses, and Inventories for Employer Firms: 2001 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Estimates have not been adjusted using the results of the 1997 Economic Census]

Item	2002	2001	Percent Change
			2002/2001
<b>REVENUE</b>			
Total .....	6,401	6,708	-4.6
<b>EXPENSES</b>			
Purchased printing .....	S	S	S
<b>INVENTORIES AT END OF YEAR</b>			
Total .....	S	S	S
Finished goods and work-in-process .....	S	S	S
Materials, supplies, fuel, etc .....	S	S	S

S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.1.6 provides estimated measures of sampling variability (coefficients of variation).

**Table 3.1.7. Software Publishers (NAICS 5112)—Estimated Revenue, Expenses, and Inventories for Employer Firms: 2001 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Estimates have been adjusted using the results of the 1997 Economic Census]

Item	2002	2001	Percent Change
			2002/2001
<b>REVENUE</b>			
Total .....	88,846	'90,591	-1.9
<b>SOURCES OF REVENUE</b>			
System software publishing, total .....	31,459	'31,842	-1.2
Operating systems software .....	10,010	'9,217	8.6
Network software .....	7,963	'7,543	5.6
Database management software .....	8,602	'9,929	-13.4
Development tools and programming languages software .....	3,535	'3,717	-4.9
Other systems software .....	1,348	'1,437	-6.1
Application software publishing, total .....	37,473	'37,297	0.5
General business productivity and home use applications .....	17,940	'16,980	5.7
Cross-industry application software .....	10,643	'11,580	-8.1
Vertical market application software .....	7,717	'7,414	4.1
Utilities software .....	850	'943	-9.9
Other application software .....	323	'380	-15.0
Custom application design and development services .....	S	S	S
Customization and integration of packaged software .....	4,029	'4,045	-0.4
Information technology consulting services .....	5,004	'5,847	-14.4
Application service provisioning .....	S	S	S
Business process management services .....	S	S	S
Re-sale of computer hardware and software .....	S	S	S
Information technology related training services .....	1,173	'1,245	-5.8
Other services revenue .....	7,459	'7,667	-2.7
<b>BREAKDOWN OF REVENUE</b>			
System software publishing, total .....	31,459	'31,842	-1.2
Personal computer software .....	6,767	'5,759	17.5
Enterprise software .....	16,504	'17,931	-8.0
Mainframe computer software .....	7,798	'8,153	-4.4
Other system software .....	S	NA	NA
Application software publishing, total .....	37,473	'37,297	0.5
Personal computer software .....	13,116	'12,218	7.4
Enterprise software .....	22,457	'23,362	-3.9
Mainframe computer software .....	S	'1,717	S
Other application software .....	S	NA	NA
<b>EXPENSES</b>			
Selected purchases, total .....	S	S	S
Purchased printing .....	S	S	S
Purchased software reproduction .....	S	S	S
Purchased programming services .....	S	S	S
<b>INVENTORIES AT END OF YEAR</b>			
Total .....	2,072	'1,671	24.0
Finished goods and work-in-process .....	1,691	'1,310	29.1
Materials, supplies, fuel, etc .....	381	'361	5.5

NA Not available. S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

'Revised.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.1.7 provides estimated measures of sampling variability (coefficients of variation).

**Table 3.2.1. Motion Picture and Sound Recording Industries (NAICS 512)—Estimated Revenue and Inventories for Employer Firms: 1998 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Except where indicated, estimates have been adjusted using the results of the 1997 Economic Census]

Item	2002	2001	2000	1999	1998	Percent change			
						2002/2001	2001/2000	2000/1999	1999/1998
<b>MOTION PICTURE AND SOUND RECORDING INDUSTRIES (NAICS 512)</b>									
Operating Revenue .....	73,525	'68,529	'67,325	'63,906	'59,404	7.3	'1.8	'5.3	'7.6
Total inventories .....	16,657	'15,780	'15,813	'15,423	'14,384	5.6	−0.2	2.5	7.2
Finished goods and work-in-process .....	16,455	'15,554	'15,605	'15,241	'14,218	5.8	−0.3	2.4	7.2
Materials, supplies, fuel, etc .....	202	'225	'208	'181	'168	−10.3	'8.3	'14.7	'8.2
<b>MOTION PICTURE AND VIDEO (NAICS 5121)</b>									
Operating Revenue .....	59,990	'55,315	'53,619	'51,330	48,002	8.5	'3.2	'4.5	'6.9
Total inventories .....	16,243	'15,387	'15,454	'15,117	'14,068	5.6	−0.4	2.2	7.5
Finished goods and work-in-process .....	16,115	'15,242	'15,319	'14,994	'13,952	5.7	−0.5	2.2	7.5
Materials, supplies, fuel, etc .....	S	S	'135	'123	'117	S	S	9.8	'5.3
<b>SOUND RECORDING<sup>1</sup> (NAICS 5122)</b>									
Operating Revenue .....	13,535	'13,215	'13,705	'12,575	'11,403	2.4	'-3.6	'9.0	10.3
Total inventories .....	414	'393	359	306	317	5.5	'9.5	17.1	−3.4
Finished goods and work-in-process .....	340	313	286	248	266	8.9	9.5	15.3	−6.9
Materials, supplies, fuel, etc .....	74	'80	73	58	51	−7.6	'9.6	25.0	15.0

S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

'Revised.

<sup>1</sup> Estimates have not been adjusted using the result of the 1997 Economic Census.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.2.1 provides estimated measures of sampling variability (coefficients of variation).

**Table 3.3.1. Radio and Television Broadcasting (NAICS 5131)—Estimated Revenue and Expenses for Employer Firms: 2001 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Except where indicated, estimates have been adjusted using the results of the 1997 Economic Census]

Item	2002	2001	Percent Change
			2002/2001
OPERATING REVENUE			
Total .....	51,918	'47,840	8.5
Station time sales .....	31,335	'28,820	8.7
Network compensation .....	487	514	-5.4
National/regional advertising .....	10,738	'9,502	13.0
Local advertising revenue .....	20,110	'18,803	7.0
Network time sales .....	15,655	'14,322	9.3
Program rights .....	272	'177	54.0
Production and post-production services .....	67	S	S
Public and non-commercial programming services .....	1,621	'1,751	-7.4
Other operating services revenue .....	2,968	'2,715	9.3
OPERATING EXPENSES <sup>1</sup>			
Total .....	41,432	'39,714	4.3
Annual payroll .....	11,943	'11,242	6.2
Employer's contributions to employee benefit plans .....	1,475	'1,541	-4.3
Contract labor .....	419	NA	NA
Broadcast rights and music license fees .....	12,750	'11,898	7.2
Depreciation .....	3,045	'4,048	-24.8
Lease and rental payments, total .....	871	'787	10.7
Land, buildings, structures, store space, and offices .....	711	NA	NA
Machinery, equipment, and other items, excluding computer software ..	160	NA	NA
Purchased repair and maintenance, total .....	327	'266	23.0
Land, buildings, structures, store space, and offices .....	172	NA	NA
Machinery, equipment, and other items, excluding computer software ..	156	NA	NA
Purchased communications .....	350	NA	NA
Purchased utilities, total .....	380	NA	NA
Electricity .....	300	NA	NA
Other utilities .....	80	NA	NA
Purchased advertising .....	1,559	'1,445	7.8
Purchased materials, parts, and supplies, total .....	316	NA	NA
Expensed computer related supplies .....	95	NA	NA
Other purchased supplies .....	221	NA	NA
Taxes and license fees .....	342	NA	NA
Purchased legal and accounting services .....	231	NA	NA
Purchased computer services .....	74	NA	NA
Management consulting services .....	178	NA	NA
Other operating expenses (including network compensation fees) .....	7,175	'7,852	-8.6

NA Not available. S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

<sup>1</sup>Revised.

<sup>1</sup> Due to the addition of detailed expense data to the 2002 Service Annual Survey, the 2002 expenses may not be comparable to 2001.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.3.1 provides estimated measures of sampling variability (coefficients of variation).

**Table 3.3.2. Radio Broadcasting (NAICS 51311)—Estimated Revenue and Expenses for Employer Firms: 2001 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Estimates have been adjusted using the results of the 1997 Economic Census]

Item	2002	2001	Percent Change
			2002/2001
<b>OPERATING REVENUE</b>			
<b>Total</b>	<b>14,870</b>	<b>13,740</b>	<b>8.2</b>
Station time sales	12,258	11,489	6.7
Network compensation	97	91	7.1
National/regional advertising	2,816	2,538	11.0
Local advertising revenue	9,345	8,861	5.5
Network time sales	1,122	935	19.9
Program rights	259	171	51.4
Production and post-production services	22	S	S
Public and non-commercial programming services	S	S	S
Other operating services revenue	697	619	12.5
<b>OPERATING EXPENSES<sup>1</sup></b>			
<b>Total</b>	<b>12,000</b>	<b>11,242</b>	<b>6.7</b>
Annual payroll	4,683	4,476	4.6
Employer's contributions to employee benefit plans	582	566	2.8
Contract labor	314	NA	NA
Broadcast rights and music license fees	657	728	-9.7
Depreciation	1,095	1,572	-30.4
Lease and rental payments, total	354	386	-8.3
Land, buildings, structures, store space, and offices	303	NA	NA
Machinery, equipment, and other items, excluding computer software	51	NA	NA
Purchased repair and maintenance, total	104	94	10.5
Land, buildings, structures, store space, and offices	56	NA	NA
Machinery, equipment, and other items, excluding computer software	48	NA	NA
Purchased communications	156	NA	NA
Purchased utilities, total	157	NA	NA
Electricity	127	NA	NA
Other utilities	30	NA	NA
Purchased advertising	624	523	19.5
Purchased materials, parts, and supplies, total	124	NA	NA
Expensed computer related supplies	33	NA	NA
Other purchased supplies	91	NA	NA
Taxes and license fees	145	NA	NA
Purchased legal and accounting services	115	NA	NA
Purchased computer services	29	NA	NA
Management consulting services	82	NA	NA
Other operating expenses (including network compensation fees)	2,780	2,623	6.0

NA Not available. S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

<sup>1</sup>Revised.

<sup>1</sup> Due to the addition of detailed expense data to the 2002 Service Annual Survey, the 2002 expenses may not be comparable to 2001.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.3.2 provides estimated measures of sampling variability (coefficients of variation).

**Table 3.3.3. Television Broadcasting (NAICS 51312)—Estimated Revenue and Expenses for Employer Firms: 2001 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Estimates have been adjusted using the results of the 1997 Economic Census]

Item	2002	2001	Percent Change
			2002/2001
OPERATING REVENUE			
Total .....	37,048	'34,100	8.6
Station time sales .....	19,077	'17,331	10.1
Network compensation .....	390	'424	-8.0
National/regional advertising .....	7,922	'6,964	13.8
Local advertising revenue .....	10,766	'9,943	8.3
Network time sales .....	14,534	'13,387	8.6
Program rights .....	S	S	S
Production and post-production services .....	44	S	S
Public and non-commercial programming services .....	1,109	'1,229	-9.8
Other operating services revenue .....	2,271	'2,095	8.4
OPERATING EXPENSES <sup>1</sup>			
Total .....	29,432	'28,472	3.4
Annual payroll .....	7,261	'6,766	7.3
Employer's contributions to employee benefit plans .....	893	'975	-8.4
Contract labor .....	105	NA	NA
Broadcast rights and music license fees .....	12,092	'11,170	8.3
Depreciation .....	1,951	'2,475	-21.2
Lease and rental payments, total .....	517	'401	28.9
Land, buildings, structures, store space, and offices .....	408	NA	NA
Machinery, equipment, and other items, excluding computer software ..	110	NA	NA
Purchased repair and maintenance, total .....	223	'172	30.0
Land, buildings, structures, store space, and offices .....	115	NA	NA
Machinery, equipment, and other items, excluding computer software ..	108	NA	NA
Purchased communications .....	194	NA	NA
Purchased utilities, total .....	223	NA	NA
Electricity .....	173	NA	NA
Other utilities .....	50	NA	NA
Purchased advertising .....	934	'923	1.2
Purchased materials, parts, and supplies, total .....	192	NA	NA
Expensed computer related supplies .....	62	NA	NA
Other purchased supplies .....	130	NA	NA
Taxes and license fees .....	197	NA	NA
Purchased legal and accounting services .....	116	NA	NA
Purchased computer services .....	45	NA	NA
Management consulting services .....	95	NA	NA
Other operating expenses (including network compensation fees) .....	4,395	'5,229	'15.9

NA Not available. S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

'Revised.

<sup>1</sup> Due to the addition of detailed expense data to the 2002 Service Annual Survey, the 2002 expenses may not be comparable to 2001.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.3.3 provides estimated measures of sampling variability (coefficients of variation).



**Table 3.3.4. Cable Networks and Program Distribution (NAICS 5132)—Estimated Revenue and Expenses for Employer Firms: 2001 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Estimates have not been adjusted using the results of the 1997 Economic Census]

Item	2002	2001	Percent Change
			2002/2001
OPERATING REVENUE			
Total .....	80,536	'74,420	8.2
Air time (advertising) .....	13,825	12,225	13.1
Specialty programming service .....	13,097	12,466	5.1
Basic programming package .....	34,340	32,148	6.8
Premium cable programming packages .....	5,253	5,215	0.7
Pay-per-view service .....	2,133	1,927	10.7
Program distribution installation services .....	504	512	-1.6
Program distribution equipment sales and rentals .....	1,725	1,779	-3.0
Other program distribution related services .....	2,203	2,350	-6.3
Internet access services .....	3,400	2,127	59.8
Basic fixed local telephony .....	1,112	1,031	7.9
Basic fixed long-distance .....	163	128	26.7
Other communication services .....	340	'399	-14.8
Other operating revenue .....	2,441	'2,113	15.5
OPERATING EXPENSES <sup>1</sup>			
Total .....	74,885	'70,821	5.7
Annual payroll .....	10,705	'10,640	0.6
Employer's contributions to employee benefit plans .....	1,993	2,019	-1.3
Contract labor .....	958	NA	NA
Program and production costs .....	24,430	'22,177	10.2
Depreciation .....	17,935	'16,869	6.3
Lease and rental payments, total .....	974	1,058	-7.9
Land, buildings, structures, store space, and offices .....	654	NA	NA
Machinery, equipment, and other items, excluding computer software ..	321	NA	NA
Purchased repair and maintenance, total .....	688	'865	-20.5
Land, buildings, structures, store space, and offices .....	257	NA	NA
Machinery, equipment, and other items, excluding computer software ..	431	NA	NA
Purchased communications .....	607	NA	NA
Purchased utilities, total .....	462	NA	NA
Electricity .....	340	NA	NA
Other utilities .....	122	NA	NA
Purchased advertising .....	2,703	'2,319	16.6
Purchased materials, parts, and supplies, total .....	412	NA	NA
Expensed computer related supplies .....	172	NA	NA
Other purchased supplies .....	240	NA	NA
Taxes and license fees .....	878	NA	NA
Purchased legal and accounting services .....	461	NA	NA
Purchased computer services .....	172	NA	NA
Management consulting services .....	223	NA	NA
Other operating expenses .....	11,284	'14,062	-19.8

NA Not available.

'Revised.

<sup>1</sup> Due to the addition of detailed expense data to the 2002 Service Annual Survey, the 2002 expenses may not be comparable to 2001.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.3.4 provides estimated measures of sampling variability (coefficients of variation).

**Table 3.3.5. Cable Networks (NAICS 51321)—Estimated Revenue and Expenses for Employer Firms: 2001 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Estimates have not been adjusted using the results of the 1997 Economic Census]

Item	2002	2001	Percent Change
			2002/2001
<b>OPERATING REVENUE</b>			
<b>Total</b> .....	<b>24,041</b>	<b>21,871</b>	<b>9.9</b>
Air time (advertising) .....	10,738	9,150	17.4
Specialty programming service .....	12,144	11,415	6.4
Other operating revenue .....	1,159	1,306	-11.2
<b>OPERATING EXPENSES<sup>1</sup></b>			
<b>Total</b> .....	<b>16,981</b>	<b>16,255</b>	<b>4.5</b>
Annual payroll .....	2,250	'2,252	-0.1
Employer's contributions to employee benefit plans .....	447	335	33.3
Contract labor .....	130	NA	NA
Program and production costs .....	9,161	'8,094	13.2
Depreciation .....	872	'748	16.6
Lease and rental payments, total .....	341	288	18.2
Land, buildings, structures, store space, and offices .....	235	NA	NA
Machinery, equipment, and other items, excluding computer software ..	105	NA	NA
Purchased repair and maintenance, total .....	155	'131	18.7
Land, buildings, structures, store space, and offices .....	122	NA	NA
Machinery, equipment, and other items, excluding computer software ..	34	NA	NA
Purchased communications .....	62	NA	NA
Purchased utilities, total .....	21	NA	NA
Electricity .....	17	NA	NA
Other utilities .....	4	NA	NA
Purchased advertising .....	1,186	'1,328	-10.7
Purchased materials, parts, and supplies, total .....	77	NA	NA
Expensed computer related supplies .....	42	NA	NA
Other purchased supplies .....	35	NA	NA
Taxes and license fees .....	88	NA	NA
Purchased legal and accounting services .....	71	NA	NA
Purchased computer services .....	6	NA	NA
Management consulting services .....	52	NA	NA
Other operating expenses .....	2,064	'2,977	-30.7

NA Not available.

<sup>1</sup>Revised.

<sup>1</sup> Due to the addition of detailed expense data to the 2002 Service Annual Survey, the 2002 expenses may not be comparable to 2001.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.3.5 provides estimated measures of sampling variability (coefficients of variation).

**Table 3.3.6. Cable and Other Program Distribution (NAICS 51322)—Estimated Revenue and Expenses for Employer Firms: 2001 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Estimates have not been adjusted using the results of the 1997 Economic Census]

Item	2002	2001	Percent Change
			2002/2001
<b>OPERATING REVENUE</b>			
<b>Total</b>	<b>56,495</b>	<b>'52,549</b>	<b>7.5</b>
Air time (advertising)	3,087	3,075	0.4
Basic programming package	34,340	'32,144	6.8
Premium cable programming packages	5,253	5,215	0.7
Pay-per-view service	2,133	1,927	10.7
Program distribution installation services	469	477	-1.7
Program distribution equipment sales and rentals	1,725	1,779	-3.0
Other program distribution related services	2,092	2,250	-7.1
Internet access services	3,400	2,127	59.8
Basic fixed local telephony	1,112	1,031	7.9
Basic fixed long-distance	163	128	27.0
Other communication services	308	352	-12.5
Other operating revenue <sup>1</sup>	2,414	2,044	18.1
<b>OPERATING EXPENSES<sup>2</sup></b>			
<b>Total</b>	<b>57,905</b>	<b>54,565</b>	<b>6.1</b>
Annual payroll	8,455	8,388	0.8
Employer's contributions to employee benefit plans	1,546	1,684	-8.2
Contract labor	828	NA	NA
Program and production costs	15,270	14,082	8.4
Depreciation	17,062	16,121	5.8
Lease and rental payments, total	634	770	-17.7
Land, buildings, structures, store space, and offices	419	NA	NA
Machinery, equipment, and other items, excluding computer software	215	NA	NA
Purchased repair and maintenance, total	532	734	-27.5
Land, buildings, structures, store space, and offices	135	NA	NA
Machinery, equipment, and other items, excluding computer software	397	NA	NA
Purchased communications	545	NA	NA
Purchased utilities, total	442	NA	NA
Electricity	324	NA	NA
Other utilities	118	NA	NA
Purchased advertising	1,517	991	53.1
Purchased materials, parts, and supplies, total	336	NA	NA
Expensed computer related supplies	131	NA	NA
Other purchased supplies	205	NA	NA
Taxes and license fees	791	NA	NA
Purchased legal and accounting services	390	NA	NA
Purchased computer services	166	NA	NA
Management consulting services	172	NA	NA
Other operating expenses	9,220	11,085	-16.8

NA Not available.

<sup>1</sup>Revised.

<sup>1</sup> Includes specialty programming service revenue.

<sup>2</sup> Due to the addition of detailed expense data to the 2002 Service Annual Survey, the 2002 expenses may not be comparable to 2001.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.3.6 provides estimated measures of sampling variability (coefficients of variation).

Table 3.3.7. **Cable and Other Program Distribution (NAICS 51322)—Estimated Cable System and Multichannel Video Distribution Revenue by Type of Customer for Employer Firms: 2001 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Except where indicated, estimates have been adjusted using the results of the 1997 Economic Census]

Item	Total	Type of customer		
		Residential	Business	Public
<b>CABLE SYSTEMS AND MULTICHANNEL VIDEO DISTRIBUTION REVENUE</b>				
<b>Millions of Dollars</b>				
2002 .....	46,011	44,157	1,824	S
2001 .....	43,791	<sup>r</sup> 42,317	1,440	S
<b>Percent Change</b>				
2002/2001 .....	5.1	4.3	26.6	S

S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

<sup>r</sup>Revised.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.3.7 provides estimated measures of sampling variability (coefficients of variation).

**Table 3.3.8. Telecommunications (NAICS 5133)—Estimated Revenue and Expenses for Employer Firms: 2001 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Except where indicated, estimates have been adjusted using the results of the 1997 Economic Census]

Item	2002	2001	Percent Change
			2002/2001
OPERATING REVENUE			
Total .....	352,198	'365,540	-3.7
Fixed total .....	171,670	'188,155	-8.8
Fixed local .....	83,540	'87,980	-5.0
Basic service .....	69,859	'72,417	-3.5
Fixed value-added services .....	13,681	'15,293	-10.5
Fixed long-distance .....	64,597	'75,346	-14.3
Outbound service .....	55,389	'64,701	-14.4
Inbound service .....	9,208	'10,645	-13.5
Fixed all distance .....	4,294	'5,146	-16.5
Dedicated network services .....	11,212	'11,525	-2.7
Data transmission services .....	8,027	'8,159	-1.6
Mobile total .....	84,145	'74,008	13.7
Mobile telephony services .....	80,504	'69,089	16.5
Local access and use .....	59,174	'49,684	19.1
Mobile value-added services .....	2,799	'2,286	22.4
Mobile long-distance .....	5,752	'4,879	17.9
Mobile all distance .....	10,716	'9,337	14.8
Dedicated network services .....	S	S	S
Other mobile telephony revenue .....	2,047	'2,872	-28.7
Messaging services .....	3,426	'4,725	-27.5
Mobile dispatch services .....	214	'194	10.6
Carrier services .....	58,604	'61,366	-4.5
Network access .....	52,286	'52,992	-1.3
Other carrier services .....	6,319	'8,374	-24.5
Other telecommunications services .....	10,618	'10,518	1.0
Internet backbone services .....	1,852	'2,229	-16.9
Internet access services .....	2,292	'2,653	-13.6
Multichannel programming distribution services .....	S	S	S
Other telecommunications related services .....	5,341	'4,741	12.6
Other services revenue .....	27,161	'31,493	-13.8
Telecommunications network installation services .....	2,047	'3,026	-32.4
Telecommunications equipment sales .....	8,199	'8,013	2.3
Telecommunications equipment rental .....	620	'602	3.1
Telecommunications equipment maintenance .....	532	'436	21.9
Network design and development services, other than security .....	S	'137	S
Sales of directory advertising space .....	1,156	'1,245	-7.1
Other revenue .....	14,486	'18,034	-19.7
OPERATING EXPENSES <sup>1</sup>			
Total .....	302,653	'331,423	-8.7
Annual payroll .....	56,613	'66,433	-14.8
Employer's contributions to employee benefit plans .....	15,748	'15,467	1.8
Contract labor .....	3,515	NA	NA
Access charges .....	37,604	'40,654	-7.5
Depreciation .....	61,687	'73,892	-16.5
Lease and rental payments, total .....	9,202	'8,995	2.3
Land, buildings, structures, store space, and offices .....	7,374	NA	NA
Machinery, equipment, and other items, excluding computer software ..	1,828	NA	NA
Purchased repair and maintenance, total .....	4,243	'4,991	-15.0
Land, buildings, structures, store space, and offices .....	2,432	NA	NA
Machinery, equipment, and other items, excluding computer software ..	1,811	NA	NA
Purchased communications .....	7,713	NA	NA
Purchased utilities, total .....	4,793	NA	NA
Electricity .....	2,869	NA	NA
Other utilities .....	1,924	NA	NA
Purchased advertising .....	8,095	'8,840	-8.4
Universal service contributions and other similar charges .....	3,488	'4,018	-13.2

See footnotes at end of table.

**Table 3.3.8. Telecommunications (NAICS 5133)—Estimated Revenue and Expenses for Employer Firms: 2001 Through 2002—Con.**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Except where indicated, estimates have been adjusted using the results of the 1997 Economic Census]

Item	2002	2001	Percent Change
			2002/2001
Purchased materials, parts, and supplies, total .....	7,402	NA	NA
Expensed computer related supplies .....	3,398	NA	NA
Other purchased supplies .....	4,004	NA	NA
Taxes and license fees .....	6,020	NA	NA
Purchased legal and accounting services .....	1,823	NA	NA
Purchased computer services .....	2,064	NA	NA
Management consulting services .....	1,438	NA	NA
Other operating expenses .....	71,206	'91,516	-22.2

NA Not available. S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

<sup>†</sup>Revised.

<sup>1</sup> Due to the addition of detailed expense data to the 2002 Service Annual Survey, the 2002 expenses may not be comparable to 2001.

Note1: Estimates for NAICS 51332 (wireless telecommunications carriers, except satellite) have not been adjusted using the results of the 1997 Economic Census.

Note2: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.3.8 provides estimated measures of sampling variability (coefficients of variation).

**Table 3.3.9. Telecommunications (NAICS 5133)—Estimated Local, Long-Distance, and Network Access Revenue by Type of Customer and Type of Service for Employer Firms: 2001 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Except where indicated, estimates have been adjusted using the results of the 1997 Economic Census]

Item	Total	Type of customer			Type of service		
		Residential	Business	Public	Intrastate	Interstate	International
LOCAL SERVICE							
Millions of Dollars							
2002 .....	83,540	40,570	33,935	9,026	76,858	6,668	X
2001 .....	'87,980	'44,454	'33,401	'10,125	'80,513	'7,467	X
Percent Change							
2002/2001 .....	-5.0	-8.7	1.6	-10.9	-4.5	-10.7	X
LONG-DISTANCE SERVICE							
Millions of Dollars							
2002 .....	64,597	29,710	33,478	1,411	21,423	34,656	8,519
2001 .....	'75,346	'33,476	'40,419	'1,451	'22,934	'42,364	'10,048
Percent Change							
2002/2001 .....	-14.3	-11.2	-17.2	-2.8	-6.6	-18.2	-15.2
NETWORK ACCESS							
Millions of Dollars							
2002 .....	52,286	16,088	31,706	4,459	17,334	33,644	1,289
2001 .....	'52,992	'16,676	'31,908	'4,372	'16,533	'34,549	'1,910
Percent Change							
2002/2001 .....	-1.3	-3.5	-0.6	2.0	4.8	-2.6	-32.5

X Not applicable.

'Revised.

Note1: Estimates for NAICS 51332 (wireless telecommunications carriers, except satellite) have not been adjusted using the results of the 1997 Economic Census.

Note2: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.3.9 provides estimated measures of sampling variability (coefficients of variation).

**Table 3.3.10. Wired Telecommunications Carriers (NAICS 51331)—Estimated Revenue and Expenses for Employer Firms: 2001 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Estimates have been adjusted using the results of the 1997 Economic Census]

Item	2002	2001	Percent Change
			2002/2001
OPERATING REVENUE			
Total .....	239,850	'262,615	-8.7
Fixed total .....	161,890	'178,150	-9.1
Fixed local .....	82,049	'86,657	-5.3
Basic service .....	68,538	'71,480	-4.1
Fixed value-added services .....	13,511	'15,177	-11.0
Fixed long-distance .....	60,962	'71,203	-14.4
Outbound service .....	52,397	'61,357	-14.6
Inbound service .....	8,565	'9,846	-13.0
Fixed all distance .....	3,922	'4,943	-20.7
Dedicated network services .....	7,811	'8,130	-3.9
Data transmission services .....	7,147	'7,216	-1.0
Mobile total .....	907	'857	5.8
Carrier services .....	53,722	'54,926	-2.2
Network access .....	49,467	'50,329	-1.7
Other carrier services .....	4,255	'4,597	-7.4
Other telecommunications services .....	4,712	'5,934	-20.6
Internet backbone services .....	1,787	'2,150	-16.9
Internet access services .....	1,618	'2,289	-29.3
Multichannel programming distribution services .....	S	S	S
Other telecommunications related services .....	590	'721	-18.1
Other services revenue .....	18,618	'22,748	-18.2
Telecommunications network installation services .....	1,860	'2,720	-31.6
Telecommunications equipment sales .....	1,776	'1,889	-6.0
Telecommunications equipment rental .....	550	'550	0.1
Telecommunications equipment maintenance .....	456	'395	15.3
Network design and development services, other than security .....	53	67	-20.6
Sales of directory advertising space .....	1,026	'1,072	-4.3
Other revenue .....	12,898	'16,057	-19.7
OPERATING EXPENSES <sup>1</sup>			
Total .....	202,885	'235,716	-13.9
Annual payroll .....	42,958	'51,039	-15.8
Employer's contributions to employee benefit plans .....	13,013	'12,489	4.2
Contract labor .....	1,620	NA	NA
Access charges .....	29,006	'31,472	-7.8
Depreciation .....	43,058	'52,737	-18.4
Lease and rental payments, total .....	4,688	'4,949	-5.3
Land, buildings, structures, store space, and offices .....	3,437	NA	NA
Machinery, equipment, and other items, excluding computer software ..	1,251	NA	NA
Purchased repair and maintenance, total .....	3,109	'3,856	-19.4
Land, buildings, structures, store space, and offices .....	1,961	NA	NA
Machinery, equipment, and other items, excluding computer software ..	1,149	NA	NA
Purchased communications .....	5,790	NA	NA
Purchased utilities, total .....	3,930	NA	NA
Electricity .....	2,587	NA	NA
Other utilities .....	1,342	NA	NA
Purchased advertising .....	3,325	'4,366	-23.8
Universal service contributions and other similar charges .....	2,803	'3,284	-14.7
Purchased materials, parts, and supplies, total .....	4,067	NA	NA
Expensed computer related supplies .....	2,809	NA	NA
Other purchased supplies .....	1,258	NA	NA

See footnotes at end of table.



Table 3.3.10. **Wired Telecommunications Carriers (NAICS 51331)—Estimated Revenue and Expenses for Employer Firms: 2001 Through 2002—Con.**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Estimates have been adjusted using the results of the 1997 Economic Census]

Item	2002	2001	Percent Change
			2002/2001
Taxes and license fees .....	5,184	NA	NA
Purchased legal and accounting services .....	1,302	NA	NA
Purchased computer services .....	1,074	NA	NA
Management consulting services .....	915	NA	NA
Other operating expenses .....	37,045	58,464	-36.6

NA Not available. S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

<sup>1</sup>Revised.

1 Due to the addition of detailed expense data to the 202 Service Annual Survey, the 2002 expenses may not be comparable to 2001.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.3.10 provides estimated measures of sampling variability (coefficients of variation).

Table 3.3.11. **Wired Telecommunications Carriers (NAICS 51331)—Estimated Local, Long-Distance, and Network Access Revenue by Type of Customer and Type of Service for Employer Firms: 2001 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Estimates have been adjusted using the results of the 1997 Economic Census]

Item	Total	Type of customer			Type of service		
		Residential	Business	Public	Intrastate	Interstate	International
LOCAL SERVICE							
Millions of Dollars							
2002 .....	82,049	40,269	32,832	8,948	75,592	6,453	X
2001 .....	'86,657	'44,213	'32,381	'10,062	'79,473	'7,184	X
Percent Change							
2002/2001 .....	-5.3	-8.9	1.4	-11.1	-4.9	-10.2	X
LONG-DISTANCE SERVICE							
Millions of Dollars							
2002 .....	60,962	28,844	30,735	1,382	20,426	32,236	8,299
2001 .....	'71,203	'32,303	'37,493	'1,407	'21,773	'39,586	'9,844
Percent Change							
2002/2001 .....	-14.4	-10.7	-18.0	-1.8	-6.2	-18.6	-15.7
NETWORK ACCESS							
Millions of Dollars							
2002 .....	49,467	15,278	29,738	4,452	15,984	32,260	1,223
2001 .....	'50,329	'15,984	'29,982	'4,363	'15,212	'33,293	'1,824
Percent Change							
2002/2001 .....	-1.7	-4.4	-0.8	2.0	5.1	-3.1	-33.0

X Not applicable.

'Revised.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.3.11 provides estimated measures of sampling variability (coefficients of variation).

**Table 3.3.12. Wireless Telecommunications Carriers (except Satellite) (NAICS 51332)—Estimated Revenue and Expenses for Employer Firms: 2001 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Estimates have not been adjusted using the results of the 1997 Economic Census]

Item	2002	2001	Percent Change
			2002/2001
OPERATING REVENUE			
Total .....	94,604	'83,145	13.8
Mobile total .....	81,531	'71,596	13.9
Mobile telephony services .....	78,082	'66,965	16.6
Local access and use .....	58,532	'49,354	18.6
Mobile value-added services .....	2,762	'2,277	21.3
Mobile long-distance .....	5,697	'4,820	18.2
Mobile all distance .....	9,480	'8,258	14.8
Dedicated network services .....	S	S	S
Other mobile telephony revenue .....	1,610	'2,257	-28.6
Messaging services .....	3,236	'4,439	-27.1
Mobile dispatch services .....	213	'192	11.0
Carrier services .....	2,610	'2,743	-4.9
Network access .....	1,138	'1,093	4.1
Other carrier services .....	1,472	'1,650	-10.8
Other telecommunications services .....	3,051	'2,526	20.8
Other services revenue <sup>1</sup> .....	6,705	'5,750	16.6
OPERATING EXPENSES <sup>2</sup>			
Total .....	85,189	'78,156	9.0
Annual payroll .....	10,681	'11,726	-8.9
Employer's contributions to employee benefit plans .....	2,367	'2,266	4.5
Contract labor .....	1,659	NA	NA
Access charges .....	6,302	'6,745	-6.6
Depreciation .....	16,103	'18,594	-13.4
Lease and rental payments, total .....	3,906	'3,445	13.4
Land, buildings, structures, store space, and offices .....	3,580	NA	NA
Machinery, equipment, and other items, excluding computer software ..	325	NA	NA
Purchased repair and maintenance, total .....	932	'988	-5.6
Land, buildings, structures, store space, and offices .....	406	NA	NA
Machinery, equipment, and other items, excluding computer software ..	526	NA	NA
Purchased communications .....	1,429	NA	NA
Purchased utilities, total .....	773	NA	NA
Electricity .....	228	NA	NA
Other utilities .....	546	NA	NA
Purchased advertising .....	4,539	'4,211	7.8
Universal service contributions and other similar charges .....	591	'624	-5.3
Purchased materials, parts, and supplies, total .....	2,987	NA	NA
Expensed computer related supplies .....	504	NA	NA
Other purchased supplies .....	2,483	NA	NA
Taxes and license fees .....	674	NA	NA
Purchased legal and accounting services .....	295	NA	NA
Purchased computer services .....	949	NA	NA
Management consulting services .....	411	NA	NA
Other operating expenses .....	30,593	'27,513	11.2

NA Not available. S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

'Revised.

<sup>1</sup> Includes fixed telecommunications revenue.

<sup>2</sup> Due to the addition of detailed expense data to the 2002 Service Annual Survey, the 2002 expenses may not be comparable to 2001.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.3.12 provides estimated measures of sampling variability (coefficients of variation).

Table 3.3.13. **Telecommunications Resellers (NAICS 51333)—Estimated Revenue and Expenses for Employer Firms: 2001 Through 2002**

Item	2002	2001	Percent Change
			2002/2001
OPERATING REVENUE			
Total .....	8,587	8,634	-0.5
Fixed total .....	5,053	'5,177	-2.4
Fixed local .....	996	'875	13.8
Fixed long-distance .....	3,082	'3,548	-13.1
Fixed all distance .....	S	S	S
Dedicated network services .....	471	'437	7.6
Data transmission services .....	253	'295	-14.3
Mobile total .....	S	S	S
Carrier services .....	1,242	'1,146	8.3
Other telecommunications services .....	S	S	S
Other services revenue .....	S	S	S
OPERATING EXPENSES <sup>1</sup>			
Total .....	7,145	7,316	-2.3
Annual payroll .....	1,670	1,755	-4.9
Employer's contributions to employee benefit plans .....	S	292	S
Contract labor .....	S	NA	NA
Access charges .....	S	1,691	S
Depreciation .....	S	'903	S
Lease and rental payments, total .....	239	S	S
Land, buildings, structures, store space, and offices .....	S	NA	NA
Machinery, equipment, and other items, excluding computer software ..	S	NA	NA
Purchased repair and maintenance, total .....	S	67	S
Land, buildings, structures, store space, and offices .....	S	NA	NA
Machinery, equipment, and other items, excluding computer software ..	S	NA	NA
Purchased communications .....	S	NA	NA
Purchased utilities, total .....	S	NA	NA
Electricity .....	S	NA	NA
Other utilities .....	S	NA	NA
Purchased advertising .....	S	121	S
Universal service contributions and other similar charges .....	S	'88	S
Purchased materials, parts, and supplies, total .....	S	NA	NA
Expensed computer related supplies .....	S	NA	NA
Other purchased supplies .....	S	NA	NA
Taxes and license fees .....	S	NA	NA
Purchased legal and accounting services .....	S	NA	NA
Purchased computer services .....	S	NA	NA
Management consulting services .....	S	NA	NA
Other operating expenses .....	S	S	S

NA Not available. S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

<sup>1</sup>Revised.

<sup>1</sup> Due to the addition of detailed expense data to the 2002 Service Annual Survey, the 2002 expenses may not be comparable to 2001.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.3.13 provides estimated measures of sampling variability (coefficients of variation).

**Table 3.4.1. News Syndicates (NAICS 51411) and Libraries and Archives (NAICS 51412)—Estimated Revenue and Expenses for Employer Firms: 2001 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Except where indicated, estimates have been adjusted using the results of the 1997 Economic Census]

Item	2002	2001	Percent Change
			2002/2001
NEWS SYNDICATES (NAICS 51411)			
Revenue			
Total .....	1,917	1,960	-2.2
Sources of Revenue			
Fees from supplying information .....	1,838	1,838	Z
Other services revenue .....	79	122	-35.4
LIBRARIES AND ARCHIVES (NAICS 51412)			
Revenue			
Total .....	1,212	1,116	8.6
Sources of Revenue			
Subsidies, contributions, gifts, and grants .....	904	812	11.4
Fees from educational workshops and seminars .....	S	S	S
Fees and dues from providing access to collections .....	47	49	-3.9
Sale of books and other educational materials .....	S	S	S
Other services revenue .....	250	246	1.6
Expenses			
Total .....	1,252	1,198	4.5

S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only. Z Less than .05 percent.

'Revised.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.4.1 provides estimated measures of sampling variability (coefficients of variation).

**Table 3.4.2. Online Information Services (NAICS 514191) and All Other Information Services (NAICS 514199)—Estimated Revenue and Expenses for Employer Firms: 2001 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Except where indicated, estimates have been adjusted using the results of the 1997 Economic Census]

Item	2002	2001	Percent Change
			2002/2001
<b>ON-LINE INFORMATION SERVICES (NAICS 514191)</b>			
<b>Revenue</b>			
Total .....	27,832	28,623	-2.8
<b>Sources of Revenue</b>			
Internet access services .....	14,632	'14,222	2.9
Advertising .....	2,866	'3,516	-18.5
Web site hosting .....	731	'839	-12.9
Internet backbone services .....	S	S	S
Internet telecommunications services .....	S	'180	S
Information technology consulting services .....	S	'201	S
Information technology design and development .....	S	S	S
Application service provisioning .....	S	S	S
Business process management .....	S	S	S
Video and audio streaming services .....	36	S	S
Other services revenue .....	4,315	'4,429	-2.6
<b>Expenses</b>			
Internet network connectivity .....	S	S	S
<b>ALL OTHER INFORMATION SERVICES (NAICS 514199)</b>			
<b>Revenue</b>			
Total .....	4,011	'3,724	7.7
<b>Sources of Revenue</b>			
Advertising .....	1,408	'1,670	-15.6
Web site hosting .....	48	S	S
Internet access services .....	S	S	S
Internet telecommunications services .....	S	S	S
Information search services .....	849	'713	19.0
Newspaper clipping services .....	S	S	S
Stock photo services .....	750	'719	4.3
Video and audio streaming services .....	33	S	S
Other services revenue .....	894	'531	68.3

S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

<sup>r</sup>Revised.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.4.2 provides estimated measures of sampling variability (coefficients of variation).

Table 3.4.3. **On-Line Information Services (NAICS 514191)—Estimated Internet Access Service Revenue by Type of Customer for Employer Firms: 2001 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Except where indicated, estimates have been adjusted using the results of the 1997 Economic Census]

Item	Total	Type of customer		
		Residential	Business	Public
INTERNET ACCESS SERVICE REVENUE				
Millions of Dollars				
2002 .....	14,632	11,744	2,708	S
2001 .....	14,222	11,243	2,794	S
Percent Change				
2002/2001 .....	2.9	4.5	-3.1	S

S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.4.3 provides estimated measures of sampling variability (coefficients of variation).

Table 3.4.4. **Data Processing Services (NAICS 5142)—Estimated Revenue for Employer Firms: 2001 Through 2002**

[Estimates are based on data from the 2002 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars, potentially resulting in a loss of additivity. Except where indicated, estimates have been adjusted using the results of the 1997 Economic Census]

Item	2002	2001	Percent Change
			2002/2001
DATA PROCESSING SERVICES (NAICS 5142)			
Revenue			
Total .....	52,920	'47,219	12.1
Sources of Revenue			
Business process management .....	20,124	'15,953	26.1
Information and document transformation .....	S	'1,183	S
Information technology design and development .....	13,441	'13,660	−1.6
Data storage services .....	214	'224	−4.1
Data management services .....	4,321	'3,238	33.4
Collocation services .....	S	S	S
Information technology consulting services .....	S	S	S
Web site hosting .....	S	'1,161	S
Software publishing .....	743	'771	−3.6
Rental and leasing of computer hardware .....	19	S	S
Application service provisioning .....	1,066	'973	9.5
Video and audio streaming services .....	39	'43	−8.4
Other services revenue .....	8,713	'8,476	2.8

S Data do not meet publication standards because of high sampling variability or poor response quality. Some unpublished estimates can be derived from this table by subtracting published data from their respective totals. However, the figures obtained by such subtraction are subject to these same limitations. These unpublished data are for internal use only.

'Revised.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendices give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-3.4.4 provides estimated measures of sampling variability (coefficients of variation).